

<i>SERFF Tracking Number:</i>	<i>SUNL-127348510</i>	<i>State:</i>	<i>Arkansas</i>
<i>Filing Company:</i>	<i>Sun Life Assurance Company of Canada</i>	<i>State Tracking Number:</i>	<i>49441</i>
<i>Company Tracking Number:</i>	<i>SUN CARE WL STORY BOARD 7-11</i>		
<i>TOI:</i>	<i>L07I Individual Life - Whole</i>	<i>Sub-TOI:</i>	<i>L07I.111 Single Premium - Single Life</i>
<i>Product Name:</i>	<i>Sun Care WL Story Board 7-11</i>		
<i>Project Name/Number:</i>	<i>Sun Care WL Story Board 7-11/Sun Care WL Story Board 7-11</i>		

## Filing at a Glance

Company: Sun Life Assurance Company of Canada

Product Name: Sun Care WL Story Board 7-11 SERFF Tr Num: SUNL-127348510 State: Arkansas

TOI: L07I Individual Life - Whole	SERFF Status: Closed-Filed-Closed	State Tr Num: 49441
-----------------------------------	-----------------------------------	---------------------

Sub-TOI: L07I.111 Single Premium - Single Life	Co Tr Num: SUN CARE WL STORY BOARD 7-11	State Status: Filed-Closed
--	---	----------------------------

Filing Type: Form

Authors: Margaret Carvalho,  
Thomas Miele, Christopher  
McAuliffe, Pat Squillacioti  
Date Submitted: 08/01/2011

Reviewer(s): Linda Bird  
Disposition Date: 08/08/2011

Implementation Date Requested: On Approval

Disposition Status: Filed-Closed  
Implementation Date:

State Filing Description:

## General Information

Project Name: Sun Care WL Story Board 7-11  
Project Number: Sun Care WL Story Board 7-11  
Requested Filing Mode: File & Use  
Explanation for Combination/Other:  
Submission Type: New Submission  
Overall Rate Impact:

Status of Filing in Domicile: Pending  
Date Approved in Domicile:  
Domicile Status Comments:  
Market Type: Individual  
Individual Market Type:  
Filing Status Changed: 08/08/2011  
State Status Changed: 08/08/2011  
Created By: Margaret Carvalho  
Corresponding Filing Tracking Number:

Deemer Date:  
Submitted By: Margaret Carvalho  
Filing Description:  
Sun Life Assurance Company of Canada  
NAIC # 549-80802  
FEIN # 38-1082080

Re: Sales Material Filing  
LSCWC-1195 (exp. 06/13) – Sun Care WL Story Board  
LSCSM-1262 (Exp. 06/13) - Sun Care WL Client Seminar

SERFF Tracking Number:	SUNL-127348510	State:	Arkansas
Filing Company:	Sun Life Assurance Company of Canada	State Tracking Number:	49441
Company Tracking Number:	SUN CARE WL STORY BOARD 7-11		
TOI:	L071 Individual Life - Whole	Sub-TOI:	L071.111 Single Premium - Single Life
Product Name:	Sun Care WL Story Board 7-11		
Project Name/Number:	Sun Care WL Story Board 7-11/Sun Care WL Story Board 7-11		

Dear Sir or Madam,

We submit the above referenced sales materials prior to use. These items are new and do not replace and existing advertising materials.

They are submitted in final printed form and subject only to minor modifications in paper stock, ink, and adaptation to computer printing.

Please do not hesitate to contact me if you have any questions regarding this submission.

## Company and Contact

### Filing Contact Information

Margaret Carvalho, Compliance Consultant	margaret.carvalho@sunlife.com
One Sun Life Executive Park	781-446-1811 [Phone]
Wellesley Hills, MA 02481	781-237-3327 [FAX]

### Filing Company Information

Sun Life Assurance Company of Canada	CoCode: 80802	State of Domicile: Michigan
One Sun Life Executive Park	Group Code: 549	Company Type:
SC2175, State Filings	Group Name:	State ID Number:
Wellesley Hills, MA 02481	FEIN Number: 38-1082080	
(800) 432-1102 ext. [Phone]		

-----

## Filing Fees

Fee Required?	Yes
Fee Amount:	\$100.00
Retaliatory?	No
Fee Explanation:	50.00 x 2 = 100.00
Per Company:	No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Sun Life Assurance Company of Canada	\$100.00	08/01/2011	50237384

<i>SERFF Tracking Number:</i>	<i>SUNL-127348510</i>	<i>State:</i>	<i>Arkansas</i>
<i>Filing Company:</i>	<i>Sun Life Assurance Company of Canada</i>	<i>State Tracking Number:</i>	<i>49441</i>
<i>Company Tracking Number:</i>	<i>SUN CARE WL STORY BOARD 7-11</i>		
<i>TOI:</i>	<i>L071 Individual Life - Whole</i>	<i>Sub-TOI:</i>	<i>L071.111 Single Premium - Single Life</i>
<i>Product Name:</i>	<i>Sun Care WL Story Board 7-11</i>		
<i>Project Name/Number:</i>	<i>Sun Care WL Story Board 7-11/Sun Care WL Story Board 7-11</i>		

## Correspondence Summary

### Dispositions

<b>Status</b>	<b>Created By</b>	<b>Created On</b>	<b>Date Submitted</b>
Filed-Closed	Linda Bird	08/08/2011	08/08/2011

<i>SERFF Tracking Number:</i>	<i>SUNL-127348510</i>	<i>State:</i>	<i>Arkansas</i>
<i>Filing Company:</i>	<i>Sun Life Assurance Company of Canada</i>	<i>State Tracking Number:</i>	<i>49441</i>
<i>Company Tracking Number:</i>	<i>SUN CARE WL STORY BOARD 7-11</i>		
<i>TOI:</i>	<i>L071 Individual Life - Whole</i>	<i>Sub-TOI:</i>	<i>L071.111 Single Premium - Single Life</i>
<i>Product Name:</i>	<i>Sun Care WL Story Board 7-11</i>		
<i>Project Name/Number:</i>	<i>Sun Care WL Story Board 7-11/Sun Care WL Story Board 7-11</i>		

## Disposition

Disposition Date: 08/08/2011

Implementation Date:

Status: Filed-Closed

Comment:

Rate data does NOT apply to filing.

SERFF Tracking Number:	SUNL-127348510	State:	Arkansas
Filing Company:	Sun Life Assurance Company of Canada	State Tracking Number:	49441
Company Tracking Number:	SUN CARE WL STORY BOARD 7-11		
TOI:	L071 Individual Life - Whole	Sub-TOI:	L071.111 Single Premium - Single Life
Product Name:	Sun Care WL Story Board 7-11		
Project Name/Number:	Sun Care WL Story Board 7-11/Sun Care WL Story Board 7-11		

Schedule	Schedule Item	Schedule Item Status	Public Access
Supporting Document	Flesch Certification		No
Supporting Document	Application		No
Supporting Document	Life & Annuity - Acturial Memo		No
Form	Sun Care Story Board		Yes
Form	Sun Care Client Seminar		Yes

SERFF Tracking Number: SUNL-127348510 State: Arkansas

Filing Company: Sun Life Assurance Company of Canada State Tracking Number: 49441

Company Tracking Number: SUN CARE WL STORY BOARD 7-11

TOI: L071 Individual Life - Whole Sub-TOI: L071.111 Single Premium - Single Life

Product Name: Sun Care WL Story Board 7-11

Project Name/Number: Sun Care WL Story Board 7-11/Sun Care WL Story Board 7-11

## Form Schedule

### Lead Form Number: LSCWC-1195 (exp. 06/13)

Schedule Item Status	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
	LSCWC-1195 (exp. 06/13)	Advertising	Sun Care Story Board	Initial		0.000	LSCWC-1195 (exp. 06-13) - Sun Care Story board.pdf
	LSCSM-1262 (Exp. 06/13)	Advertising	Sun Care Client Seminar	Initial		0.000	LSCSM-1262 (Exp. 06-13) - Sun Care Client Seminar.pdf

## Sun Care WL from Sun Life



**Sun Life Financial®**  
Annuities. Employee Benefits. Life Insurance.

# Sun Care WL

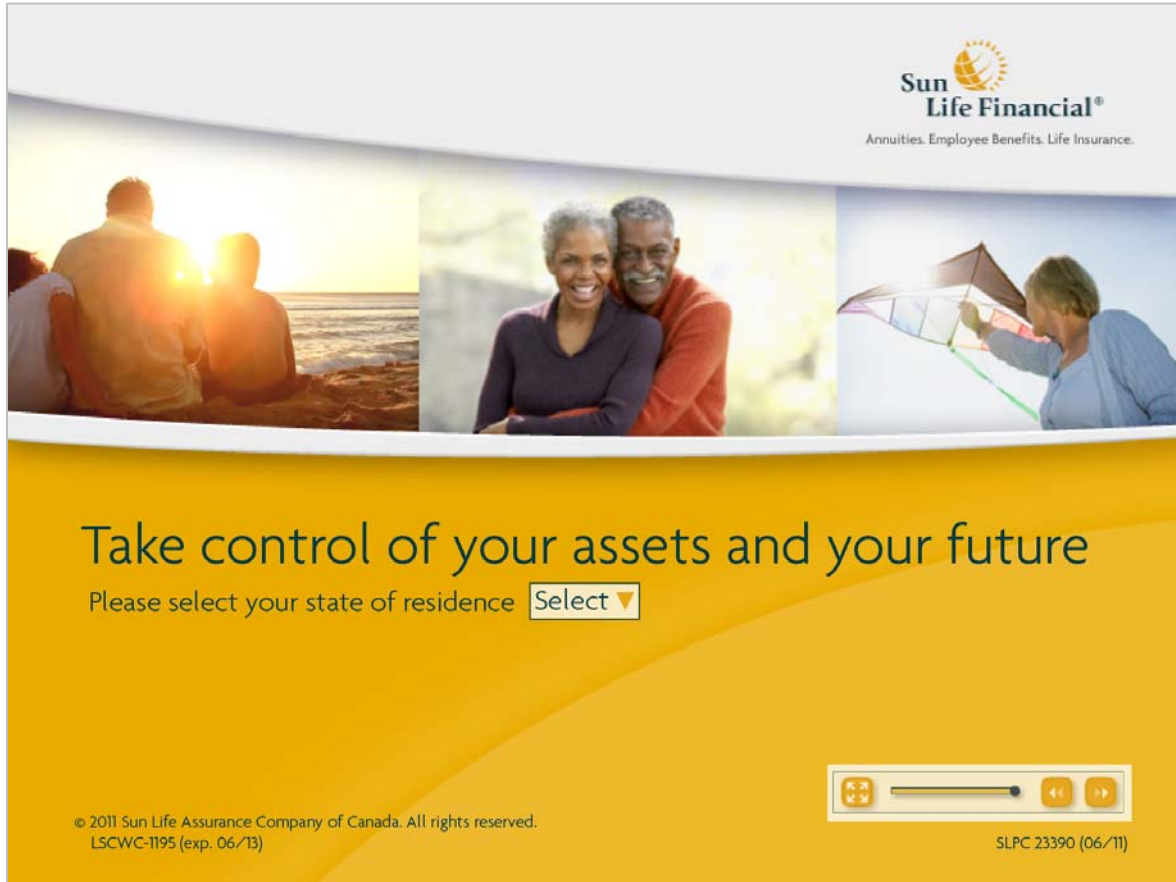
Take control of your assets and your future

© 2011 Sun Life Assurance Company of Canada. All rights reserved.  
LSCWC-1195 (exp. 06/13)

SLPC 23390 (06/11)

\*Opening animation/music to Sun Care WL\*

## Sun Care WL from Sun Life



The banner features three photographs: a family watching a sunset, an elderly couple smiling, and a child flying a kite. The Sun Life Financial logo is in the top right corner, with the tagline 'Annuities. Employee Benefits. Life Insurance.' below it.

**Take control of your assets and your future**

Please select your state of residence

© 2011 Sun Life Assurance Company of Canada. All rights reserved.  
LSCWC-1195 (exp. 06/13)

SLPC 23390 (06/11)

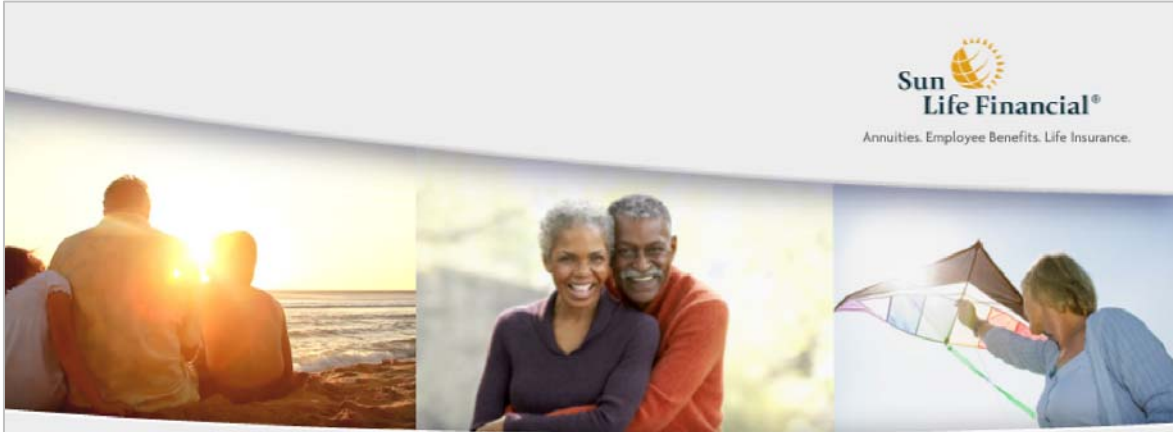
Voiceover:

**Please select your state of residence to begin.**

Thank you for your interest in Sun Care WL. Unfortunately, we cannot continue this presentation of the product in your state at this time -- note that it may be an approved product, but a non-approved presentation. Please check back with your Financial representative at a later date.



## Sun Care WL from Sun Life



**Sun Life Financial®**  
Annuities. Employee Benefits. Life Insurance.

# Take control of your assets and your future

Please select your state of residence

Thank you for your interest in Sun Care WL. Unfortunately, we can not continue this presentation of the product in your state at this time (Note: that it may be an approved product, but a non-approved presentation.)

© 2011 Sun Life Assurance Company of Canada. All rights reserved.  
LSCWC-1195 (exp. 06/13)

SLPC 23390 (06/11)

Voiceover:

**Please select your state of residence to begin.**

Thank you for your interest in Sun Care WL. Unfortunately, we cannot continue this presentation of the product in your state at this time -- note that it may be an approved product, but a non-approved presentation. Please check back with your Financial representative at a later date.



# Introduction

Considerations as you develop your retirement income plan

## Longevity

Will my income last my lifetime ?

## Inflation

Can my retirement assets keep pace with inflation ?

## Market volatility

Am I protected against market loss ?

One often overlooked consideration is the impact of what long-term care costs could have on retirement assets.

LSCWC-1195 (exp. 06/13)


SLPC 23390 (06/11)

Voiceover:

Thank you for making time today to learn about taking control of your assets and securing your retirement income. As you develop your retirement income plan, some of the common considerations you may need to plan for include:

- Longevity – will my income last my lifetime?
- Inflation – can my retirement assets keep pace with inflation?
- Market volatility – am I protected against market loss?

However, one often overlooked consideration is the impact that long-term care expenses can have on your retirement plan, especially if you live a long, healthy life.



Today's reality

**70%**  
of people over age 65  
will require some long-term  
care services at some point  
in their lives

**40%**  
of people currently receiving  
long-term care are 18 to 64

Source: [www.longtermcare.gov/ltc](http://www.longtermcare.gov/ltc).

LSCWC-1195 (exp. 06/13)

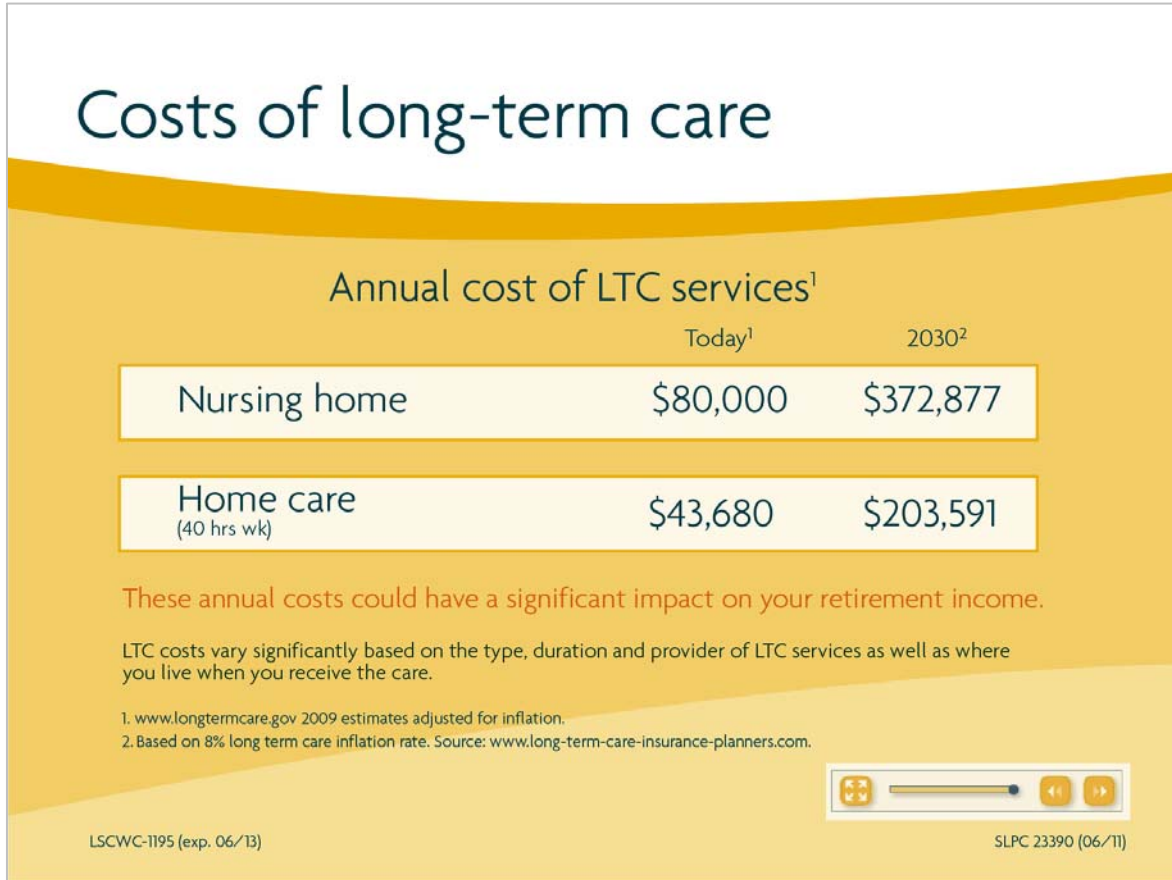
SLPC 23390 (06/11)

Voiceover:

Today's reality is that over 70% of people over age 65 will need some form of long-term care services at some point in their lives. Long-term care services is defined as needing a variety of services to meet health or personal care needs over an extended period of time.

However, long-term care is not strictly for people over age 65. Estimates indicate that 40% of people currently receiving long term care are between 18 and 64.

So no matter if you are in retirement or still saving for retirement, long-term care expenses can negatively impact your plan. Let's take a look!



Voiceover:

The expenses associated with long-term care can be substantial and depend on the type of services that you are receiving. The estimated costs today for private nursing home care is over \$80,000 per year. The costs associated for 40 hours of home care services a week can be as high as \$43,000 annually. As you know, all health care costs are rising, and the costs associated with long-term care are projected to reach hundreds of thousands of dollars annually by the year 2030 as indicated on this chart.

These costs could have a significant impact on your future standard of living and retirement income.

Please note that long-term care costs vary significantly based on the type, duration, and provider of long-term care services as well as where you live when you receive the care.

So what are your options to cover these expenses?

# Options to fund long-term care

## Self-insured

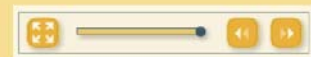
- Pay costs out of your assets

## Traditional long-term care

- Pay premiums to the insurance company that will pay a benefit in the event of a long-term care event

## Linked benefits products

- A hybrid product combining life insurance and long-term care



LSCWC-1195 (exp. 06/13)

SLPC 23390 (06/11)

### Voiceover:

First, you could plan to self-insure, which would require you to pay long-term care expenses out of your own assets. By default, if you don't plan ahead, you will end up self-insuring anyway.

Second, you could purchase traditional long-term insurance and pay annual premiums to an insurance company to mitigate your risk. However, you only benefit from traditional long-term care insurance IF you have a long term care claim.

Third, you can purchase a linked benefits product that provides a combination of life insurance, long-term care coverage, and a return of premium option if you encounter a need for liquidity. These products are designed to provide you with a benefit in several situations.

Let's take a look at how linked benefit products work.



**Introducing Sun Care WL**

- Linked benefits product from Sun Life Financial
- Offers life insurance and long-term care coverage
- Return of premium
- One-time payment
- Benefits are guaranteed
- Simplified qualification process

LSCWC-1195 (exp. 06/13) SLPC 23390 (06/11)

The slide features a yellow and white background with a wavy design. At the bottom, there is a video player interface with navigation buttons (back, forward, search, etc.) and a progress bar.

Voiceover:

Sun Life Financial offers a linked benefits solution called Sun Care Whole Life. It is designed to provide a long-term care benefit, a life insurance death benefit, or a liquidity option if you elect the return of premium feature. Sun Care requires a one-time payment and is guaranteed by the Sun Life Assurance Company of Canada or the Sun Life Insurance and Annuity company of New York.

Sun Life has really simplified the process so that you will not be required take any medical exams or lab tests.

Let's take a look at the benefits of owning a Sun Care policy.

## Benefits in any situation

### If you require long-term care:

- The policy will provide coverage for such needs as home health care, assisted living, or nursing home care on a reimbursement basis.
- A death benefit will be paid income tax free to your heirs or favorite charity.
- The policy provides a return of premium option that allows you to always receive at least your premium back.

LSCWC-1195 (exp. 06/13)



SLPC 23390 (06/11)

### Voiceover:

Sun Care is designed to offer a benefit in any of the following situations.

If you require long term care, Sun Care policies will provide coverage for such needs as:

- home health care,
- assisted living, and
- nursing home care.

The benefits are paid on a reimbursement basis, and certain benefits are subject to a 90-day elimination period. Policy limitations and exclusions also apply.

If you don't exercise all the long-term care benefits or liquidate the Sun Care policy, then your beneficiaries will receive a income-tax free death benefit.

If you find that you have a liquidity need:

- The policy provides, for an additional charge, a cash value return of premium option that allows you access to cash in case of an emergency and allows you to always receive at least your premium back.

Let's see how Sun Care can help leverage your assets and mitigate your long-term care expenses.





## Simple product

Intended to be income tax free and guaranteed

Living	5x1
Legacy	1.5x1
Liquidity	1x1

This example assumes a 62-year-old female, non-tobacco user who pays a single premium of \$100,000 and elects a 2-year accelerated benefit, a 4-year extension of benefits rider, and the return of premium provision.  
These benefits are income tax free and guaranteed.

LSCWC-1195 (exp. 06/13)

SLPC 23390 (06/11)

### Voiceover:

This graphic illustrates the potential leverage Sun Care can provide:  
For instance:

- For every \$1 of premium, you could receive approximately \$5 in long-term care benefits during your life.
- For every \$1 of premium, your family could receive \$1.50 in life insurance benefits, which you could leave as a legacy.
- And if you elect the return of premium option, you could receive your full premium or more back if you ever needed liquidity, assuming that long-term care benefits have not started or that you have not taken any policy withdrawals or loans.

This example assumes a 62-year-old female, non-tobacco user who pays a single premium of \$100,000 and elects a 6-year benefit consisting of a 2-year Accelerated Benefit, a 4-year Extension of Benefits rider, and the Return of Premium provision.

All benefits are income tax free and guaranteed. Now, we'll see the type of long-term care services covered by Sun Care.

## Sun Care WL can cover costs associated with:

- Home care
- Assisted living facilities
- Nursing facilities
- International coverage
- Hospice care
- Caregiver training
- Supportive equipment



LSCWC-1195 (exp. 06/13)

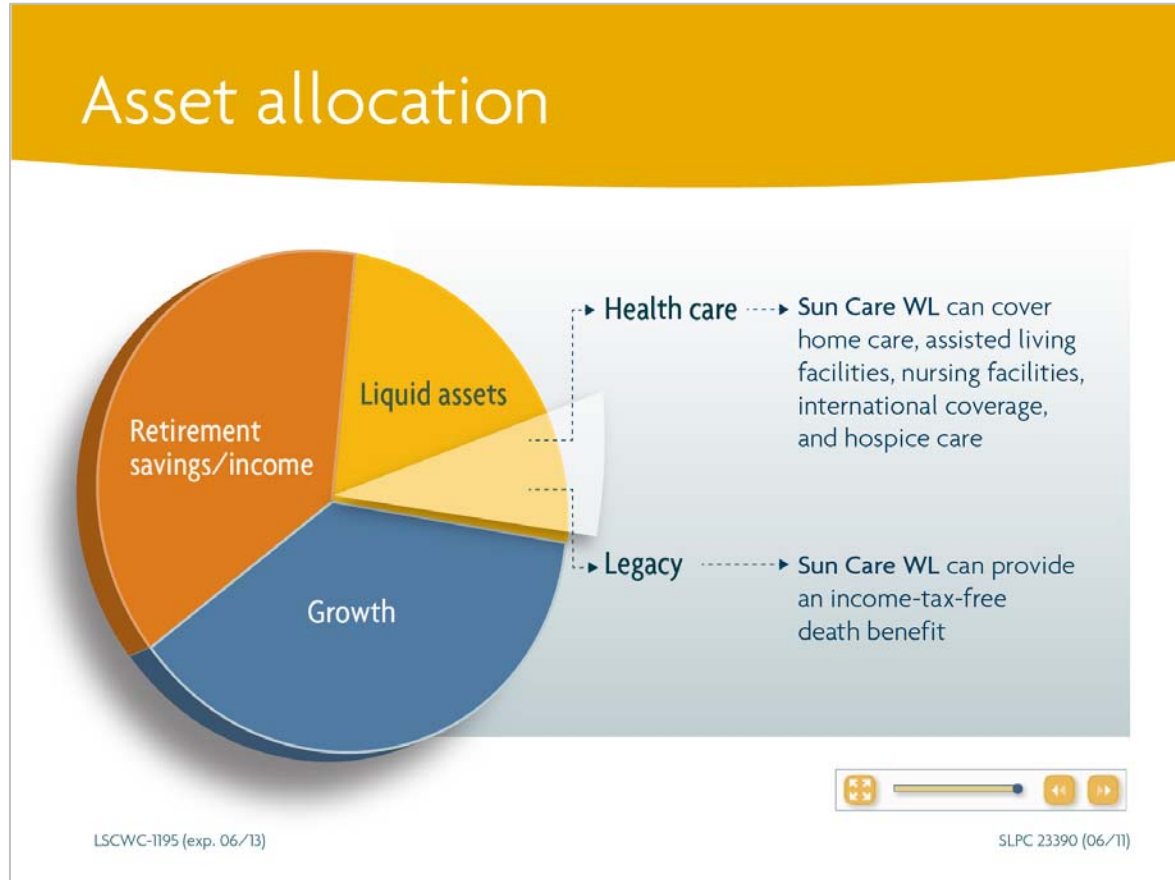
SLPC 23390 (06/11)

Voiceover:

Sun Care CAN cover costs associated with:

- Home care
- Assisted living facilities
- Nursing facilities
- International coverage
- Hospice care
- Caregiver training, and
- Supportive equipment

So how does Sun Care fit into your plan?



Voiceover:

Consider Sun Care as a component of your asset allocation strategy. If you need assets to pay for long-term care costs, Sun Care multiplies your cash reserve assets to pay for your care on a tax-free basis. If you never need the care, those assets will pass on to your beneficiary income tax free when you die.

And, if you ever change your mind about the policy, the liquidity feature ensures the assets will remain part of your cash reserves.

Let's review a hypothetical example.

**Sun Care WL**  
Hypothetical case study

**Meet Anne**

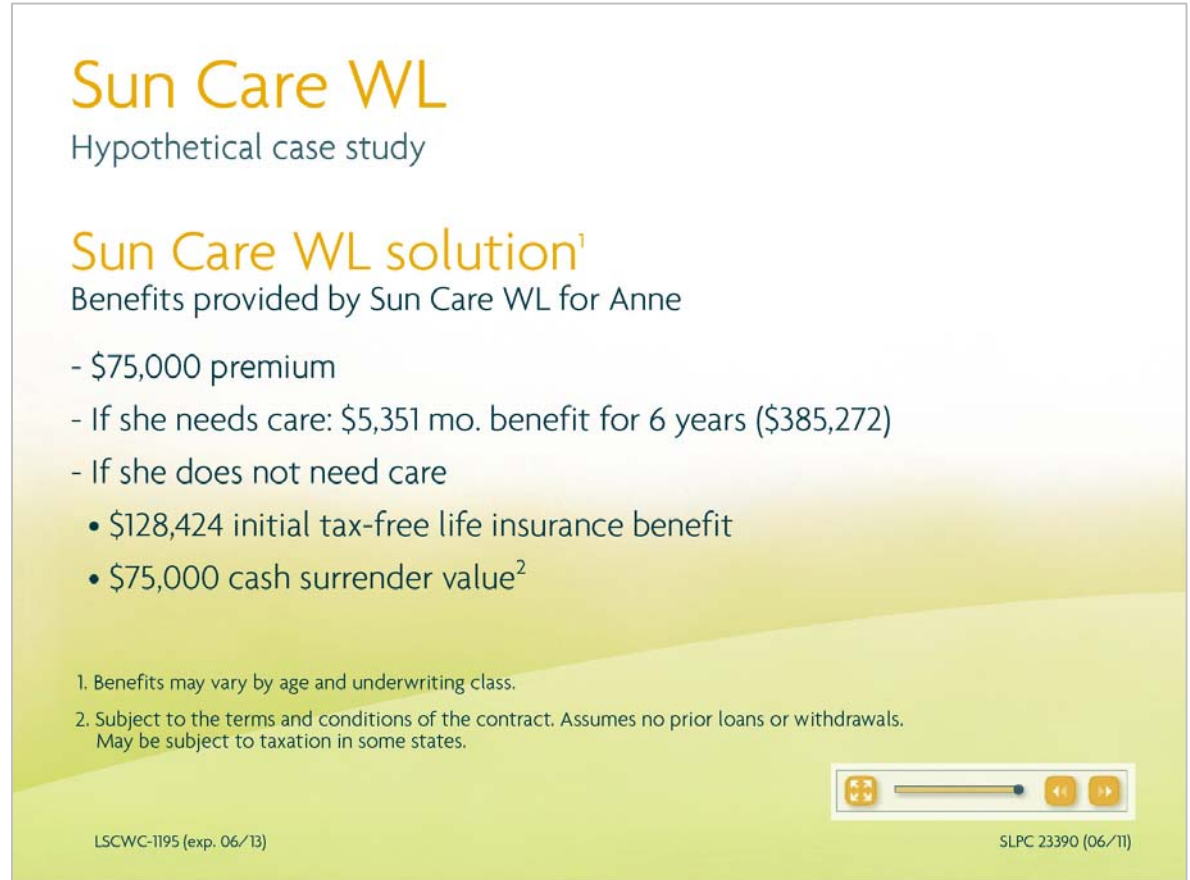
- 62-year-old widow
- \$1M investment portfolio
- \$75k of assets for long-term care needs

LSCWC-1195 (exp. 06/13)

SLPC 23390 (06/11)

Voiceover:

Meet Anne – she is 62 years old and has a \$1M investment portfolio. She has \$75,000 of the \$1M assets earmarked for long-term care costs. Let's look at how Sun Care can help leverage her portfolio.

A presentation slide with a light green background and a yellow gradient at the bottom. The title 'Sun Care WL' is in large orange font, followed by 'Hypothetical case study' in smaller blue font. Below this, 'Sun Care WL solution¹' is in orange, and 'Benefits provided by Sun Care WL for Anne' is in blue. A list of benefits follows: '- \$75,000 premium', '- If she needs care: \$5,351 mo. benefit for 6 years (\$385,272)', and '- If she does not need care' followed by two bullet points: '• \$128,424 initial tax-free life insurance benefit' and '• \$75,000 cash surrender value²'. At the bottom left, two footnotes are listed. At the bottom right, there is a navigation bar with a play button, a progress slider, and next/previous buttons. The slide number '1195' and date '06/13' are at the bottom left, and 'SLPC 23390 (06/11)' is at the bottom right.

**Sun Care WL**  
Hypothetical case study

**Sun Care WL solution¹**  
Benefits provided by Sun Care WL for Anne

- \$75,000 premium
- If she needs care: \$5,351 mo. benefit for 6 years (\$385,272)
- If she does not need care
  - \$128,424 initial tax-free life insurance benefit
  - \$75,000 cash surrender value²

1. Benefits may vary by age and underwriting class.  
2. Subject to the terms and conditions of the contract. Assumes no prior loans or withdrawals. May be subject to taxation in some states.

LSCWC-1195 (exp. 06/13) SLPC 23390 (06/11)

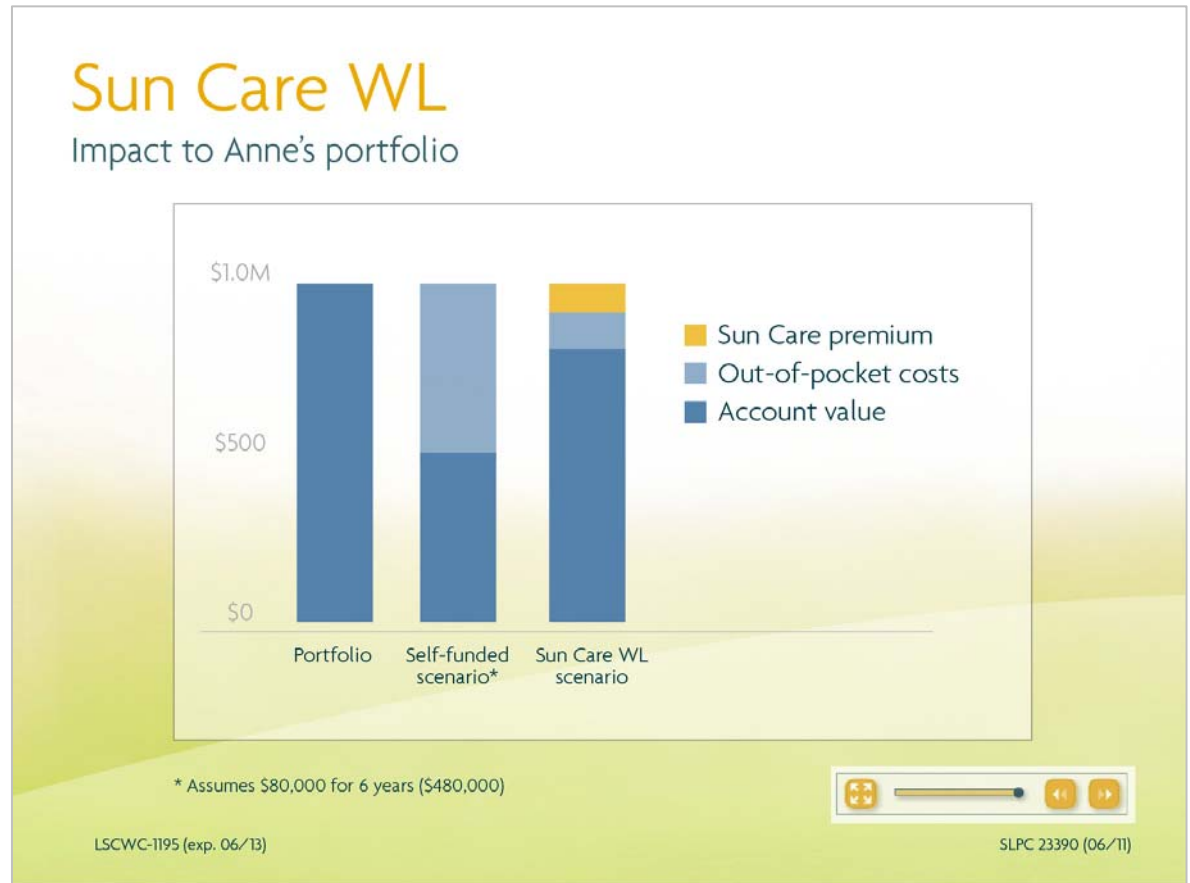
Voiceover:

As we learned earlier, annual costs for home health care can exceed \$43,000 a year and private costs for nursing care can average over \$80,000. So in Anne's situation, her \$75,000 of reserves could last only a year or two. What happens if she needed long-term care services for an extended period of time – say 6 years? Anne could pay approximately \$480,000 out of her investments for private nursing home care. But by repositioning the \$75,000 into a Sun Care policy, she would receive approximately \$5,300 in monthly benefits for 6 years, or \$385,272 in total maximum benefits.

In addition, if she never uses the long-term care benefits, her beneficiaries would receive \$128,000 in income-tax-free life insurance benefits, and if she ever needed liquidity, she could use her optional return of premium to receive back her \$75,000. This assumes that no loans or withdrawals have been taken and that the policy has not yet begun to pay benefits.

How does this impact her investment portfolio?

## Sun Care WL from Sun Life



### Voiceover:

This bar graph illustrates Anne's \$1M investment portfolio and compares the costs associated with self-funding versus those associated with purchasing Sun Care.

If Anne fully self-funds her long-term care at \$80,000 per year for 6 years, her portfolio would be reduced by \$480,000.

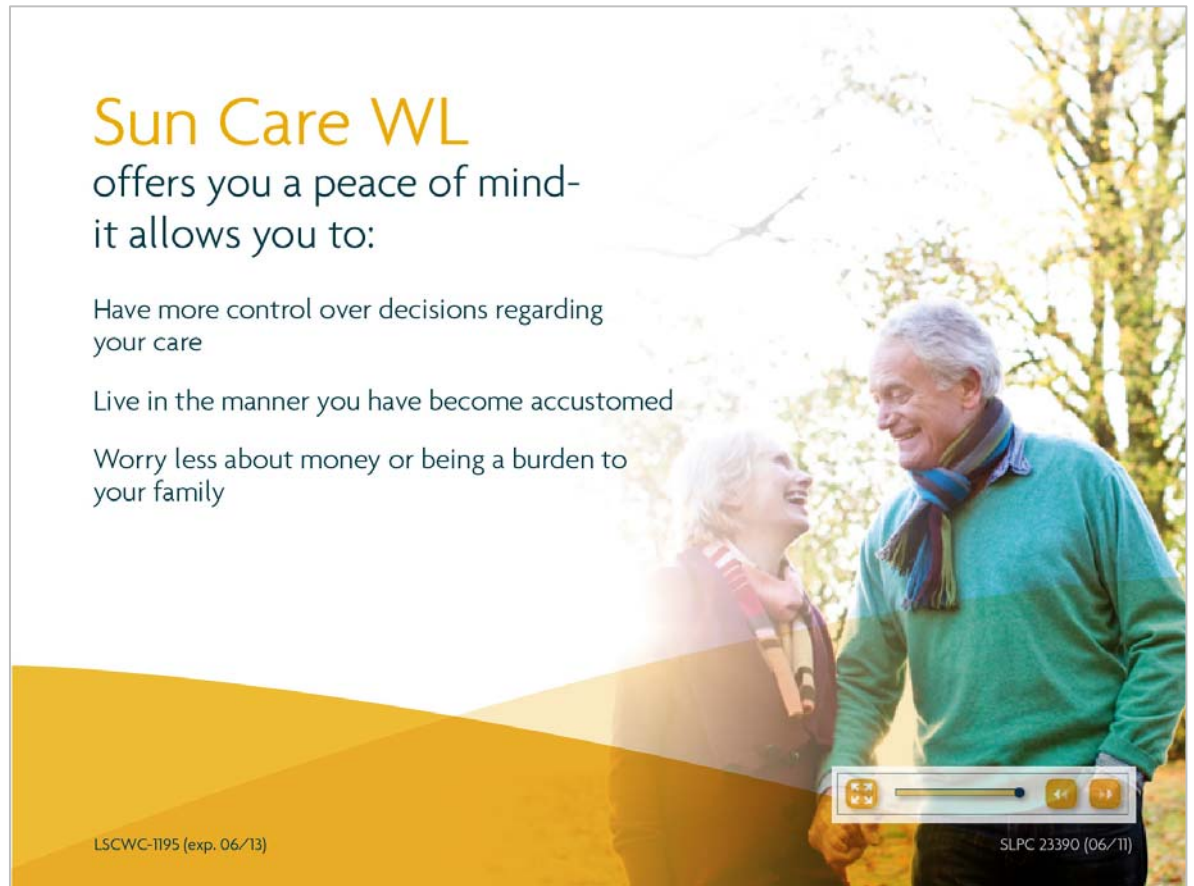
If Anne uses her \$75,000 to fund a Sun Care WL policy, she could receive approximately \$385,000 in long-term care benefits over 6 years. She then would only have \$95,000 of additional out-of-pocket expenses.

The result is that Anne would pay a total of \$170,000 for her care leveraging Sun Care versus \$480,000 out of pocket. Her investment portfolio would only drop to \$830,000 with Sun Care scenario versus \$520,000 in the self-funding scenario.

That's a savings of \$310,000 if she purchases the Sun Care policy.  
Sun Care WL from Sun Life



## Sun Care WL from Sun Life

An elderly couple is walking through a park with trees in the background. The man is wearing a green sweater and a blue scarf, and the woman is wearing a red jacket and a yellow scarf. They are both smiling and looking at each other. The background is a soft-focus image of trees and a bright sky. A yellow wave graphic is at the bottom left. A video player interface is at the bottom right.

**Sun Care WL**  
offers you a peace of mind-  
it allows you to:

- Have more control over decisions regarding your care
- Live in the manner you have become accustomed
- Worry less about money or being a burden to your family

LSCWC-1195 (exp. 06/13)

SLPC 23390 (06/11)

### Voiceover:

Sun Care offers you peace of mind. It allows you to:

- have more control over decisions regarding your care,
- live in the manner in which you have become accustomed to, and
- worry less about money or being a burden to your family.

## Sun Care WL from Sun Life

### Sun Care WL

#### Terms of use

Sun Care WL, a whole life insurance policy funded with a single-premium payment, is designed to offer a fully guaranteed death benefit, cash values, and an acceleration of benefits for covered long-term care expenses. The acceleration of benefits for covered long-term care expenses will reduce the death benefit and cash values. This policy contains exclusions and limitations. Two-year suicide and contestability provisions apply (the duration may differ in some states). The policy and riders may not be available in all states, or they may vary by state.

Sun Care WL provides for the reimbursement of actual incurred expenses on a monthly basis for covered long-term care needs up to the applicable Maximum Monthly Benefit Amount (MMBA). That is, the amount covered each month is the lesser of a) the actual expenses incurred for the month, and b) the current amount of MMBA. These riders may not cover all the costs associated with long-term care that may be incurred by the insured during the period of coverage. The owner is advised to review carefully all limitations in the policy and the riders.

The return of premium benefit is available as optional coverage. The cost of this benefit will be reflected in the amount of the single premium paid. If you decide to surrender the policy before claims begin, you will receive, at minimum, your original single premium (assuming that you have not taken loans or withdrawals). A portion of the amount returned may have tax implications. You should consult your tax advisor regarding your particular situation.

You should discuss the benefits, limitations, and costs associated with each rider with your financial advisor. Ask for an illustration that demonstrates how adding a particular rider to your policy may affect policy values. Riders must be selected at issue. You cannot add a rider after issue. The long-term care rider options cannot be surrendered separately from the base policy. All optional coverages have a right to return.

☒ Agree

LSCWC-1195 (exp. 06/13)

SLPC 23390 (06/11)

### Voiceover:

Please read our terms of use. In order to continue you must agree to them by selecting the agree box.

### **\*This will appear above and the use must agree to it to continue:\***

Sun Care WL, a whole life insurance policy funded with a single-premium payment, is designed to offer a fully guaranteed death benefit, cash values, and an acceleration of benefits for covered long-term care expenses. The acceleration of benefits for covered long-term care expenses will reduce the death benefit and cash values. This policy contains exclusions and limitations. Two-year suicide and contestability provisions apply (the duration may differ in some states). The policy and riders may not be available in all states, or they may vary by state.

Sun Care WL provides for the reimbursement of actual incurred expenses on a monthly basis for covered long-term care needs up to the applicable Maximum Monthly Benefit Amount (MMBA). That is, the amount covered each month is the lesser of a) the actual expenses incurred for the month, and b) the current amount of MMBA. These riders may

not cover all the costs associated with long-term care that may be incurred by the insured during the period of coverage. The owner is advised to review carefully all limitations in the policy and the riders.

The return of premium benefit is available as optional coverage. The cost of this benefit will be reflected in the amount of the single premium paid. If you decide to surrender the policy before claims begin, you will receive, at minimum, your original single premium (assuming that you have not taken loans or withdrawals). A portion of the amount returned may have tax implications. You should consult your tax advisor regarding your particular situation.

You should discuss the benefits, limitations, and costs associated with each rider with your financial advisor. Ask for an illustration that demonstrates how adding a particular rider to your policy may affect policy values. Riders must be selected at issue. You cannot add a rider after issue. The long-term care rider options cannot be surrendered separately from the base policy. All optional coverages have a right to return.

PLEASE NOTE – THIS PRODUCT IS NOT FDIC/NCUA INSURED •

MAY LOSE VALUE

NO BANK/CREDIT UNION GUARANTEE

NOT A DEPOSIT •

NOT INSURED BY ANY FEDERAL GOVERNMENT AGENCY

...*CONTINUED*

## Sun Care WL from Sun Life

# Sun Care WL

## Terms of use

Sun Care WL, a whole life insurance policy funded with a single-premium payment, is designed to offer a fully guaranteed death benefit, cash values, and an acceleration of benefits for covered long-term care expenses. The acceleration of benefits for covered long-term care expenses will reduce the death benefit and cash values. This policy contains exclusions and limitations. Two-year suicide and contestability provisions apply (the duration may differ in some states). The policy and riders may not be available in all states, or they may vary by state.

Sun Care WL provides for the reimbursement of actual incurred expenses on a monthly basis for covered long-term care needs up to the applicable Maximum Monthly Benefit Amount (MMBA). That is, the amount covered each month is the lesser of a) the actual expenses incurred for the month, and b) the current amount of MMBA. These riders may not cover all the costs associated with long-term care that may be incurred by the insured during the period of coverage. The owner is advised to review carefully all limitations in the policy and the riders.

The return of premium benefit is available as optional coverage. The cost of this benefit will be reflected in the amount of the single premium paid. If you decide to surrender the policy before claims begin, you will receive, at minimum, your original single premium (assuming that you have not taken loans or withdrawals). A portion of the amount returned may have tax implications. You should consult your tax advisor regarding your particular situation.

You should discuss the benefits, limitations, and costs associated with each rider with your financial advisor. Ask for an illustration that demonstrates how adding a particular rider to your policy may affect policy values. Riders must be selected at issue. You cannot add a rider after issue. The long-term care rider options cannot be surrendered separately from the base policy. All optional coverages have a right to return.

☒ Agree

LSCWC-1195 (exp. 06/13)

SLPC 23390 (06/11)

...CONTINUED

Whole Life products are issued by Sun Life Assurance Company of Canada (Wellesley Hills, MA) in all states except NY. In New York, Whole Life policies are issued by Sun Life Insurance and Annuity Company of New York (New York, NY). All guarantees are based on the claims paying ability of the issuing company. All are members of the Sun Life Financial group of companies.

SPWL-2010 – WL Policy

ABRLTC-2010 – Accelerated Benefit for LTC

EOBLTC-2010 – Extension of Benefits

NFBR-2010 – Non-forfeiture Option

HAE-2010 – Care Management Services Endorsement

RBR-2010 – Residual Benefit Rider

Form numbers may vary by state.

## Determine your potential Sun Care WL benefits

### Take control of your assets and your future

Client gender

☐ M
 ☐ F

Married

☐ Y
 ☐ N

Tobacco use

☐ Y
 ☐ N

Benefit period

Select ▼

Current age

Desired single premium

### Your benefits profile

Maximum benefits per month

Maximum LTC benefits

Initial death benefit

The chart displays two riders: 'Accelerated benefit rider' (blue bars) and 'Extension of benefits rider' (orange bars). The accelerated rider shows a benefit of \$79.2 for years 1 and 2. The extension rider shows a benefit of \$79.2 for years 3 through 8.

Year	Accelerated benefit rider (\$)	Extension of benefits rider (\$)
Yr 1	79.2	
Yr 2	79.2	
Yr 3		79.2
Yr 4		79.2
Yr 5		79.2
Yr 6		79.2
Yr 7		79.2
Yr 8		79.2

This tool assumes that the return of premium feature was elected and that no inflation provision or non-forfeiture benefit rider were chosen. Ask your financial representative for a complete illustration if you desire those features.

Use this hypothetical quote tool to determine your potential benefits customized for your situation. Enter your information and use the sliders to see which benefit level suits your needs.

This tool assumes that the return of premium feature was elected and that no inflation provision or non-forfeiture benefit rider were chosen. Ask your financial representative for a complete illustration if you desire those features.



## Sun Care WL next steps

If you would like to have a plan in place that will help protect your assets and retirement income, allow you to keep control of your financial decisions, and not burden your kids if your health changes. Sun Care may be right for you.

- 1 Review pre-qualification questions
- 2 Review customized illustration
- 3 Complete request for coverage form
- 4 Schedule a personal history interview
- 5 Finally, if you are approved for coverage, your financial representative will contact you with details regarding delivering the policy

LSCWC-1195 (exp. 06/13)

SLPC 23390 (06/11)

### Voiceover:

If you are interested in purchasing Sun Care, here is how you will qualify:

- First – ask your Sun Life Financial representative to present you the pre-qualification consideration questions.
- Second – if you pre-qualify, receive and review a customized illustration.
- Third – complete the application request form.
- Fourth – a Sun Life representative will conduct a Personal History telephone interview, which is your application for coverage.
- And finally, if you are approved for coverage, your financial representative will contact you with the details regarding delivering your policy.

## Sun Care WL from Sun Life



**Sun Life Financial®**  
Annuities. Employee Benefits. Life Insurance.

# Sun Care WL

Take control of your assets and your future

© 2011 Sun Life Assurance Company of Canada. All rights reserved.  
LSCWC-1195 (exp. 06/13)

SLPC 23390 (06/11)

Voiceover:

Thank you for your interest in Sun Care Whole Life.

\*Closing animation to Sun Care WL\*



Thank you for joining me this [morning, afternoon, evening].

My name is [NAME], I've been helping people address their financial goals for [#] years.

Did you know that at least 70% of people over age 65 will require long-term care services at some time in their lives?<sup>1</sup>

Those unexpected costs related to long-term care can jeopardize your financial security and force you to tap into assets or savings that were meant for other purposes.

Today, I'm going to talk to you about how you can take control of your assets and your future to secure your retirement against the long-term care risk.



Securing your retirement plan

Funding long-term care expenses

Linked benefits – a benefit in any situation

LSCSM-1262 (Esp. 06/13)

I will focus on three things today:

First, I will talk about common goals in retirement and some of the considerations that you need to plan for, including the impact that long-term care costs can have on your retirement funds.

Next, I will talk about typical ways to fund long-term care expenses and discuss their advantages and shortfalls.

And finally, I will talk about linked benefits offerings—an alternative way to fund long-term care, providing a benefit in any situation – whether you end up needing care, wanting to leave a legacy, or if you have liquidity needs.



## Securing your retirement plan

LSCSM-1262 (Exp. 06/13)

## Stages of the retirement plan

### Clients are shifting gears

#### Accumulating Assets

- Retirement accounts
- Stocks/bonds/managed accounts
- Mutual funds/ETFs
- Annuities
- Life insurance

#### Spending Assets

- Retirement accounts
- Social Security
- Annuities
- Non-qualified assets

Securing your retirement plan



4

Lets start with retirement planning.

The components of a retirement plan are going to vary, depending on your age and situation. Generally speaking, most people are saving for their retirement, and many of you are probably getting near the age where you are looking to retire. When you are saving for retirement, you will incorporate a number of income products and strategies.

## Common goals in retirement



Lifetime income



Vacation home



Travel



Leisure



Good health

Securing your retirement plan

LSCSM-1262 (Exp. 06/13)



5

These income products and strategies can help you attain the goals you envision for your retirement.

## Considerations in retirement

- **Longevity** – Will my income last as long as I will?
- **Inflation** – Can my retirement assets keep pace with inflation?
- **Market volatility** – Am I protected against market loss?

### *What is missing?*

Long-term care – Will I have enough income to cover long-term care costs?

Securing your retirement plan

LSCSM-1262 (Exp. 06/13)



6

Some of the common considerations you need to plan for include:

1. Longevity – will my income last my lifetime?
2. Inflation – can my retirement assets keep pace with inflation?
3. Market volatility – am I protected against market loss?

But what is missing?

One consideration that is often overlooked is the impact that long-term care costs could have on your retirement assets.

## What is long-term care?

Long-term care consists of a variety of services designed to help people who have developed a chronic illness, cognitive impairment, or disability. Care is administered to individuals who need assistance with some of the Activities of Daily Living (ADLs), such as eating, bathing, or getting dressed.

Securing your retirement plan

LSCSM-1262 (Exp. 06/13)



7

Let me step back for a moment, to make sure everyone is clear on the definition of long-term care.

[Read slide.]

Long-term care can be provided in a variety of settings: in your home, in your community, in a residential care facility, or in a nursing home.

## Securing your retirement plan

### What happens if you need long-term care?

- The annual cost for nursing home care can be over \$80,000 annually.<sup>1</sup>
- The annual cost for home care is \$43,680 (40 hours a week).<sup>1</sup>
- 70% of people over the age of 65 will require long-term care services at some point in their lives.<sup>2</sup>

### And yet...

- 92% of Americans either have no idea how much they will spend on healthcare costs in retirement or estimate the costs incorrectly.<sup>3</sup>
- 74% of Americans are not making any specific plans to cover healthcare costs in retirement.<sup>3</sup>

1. [www.longtermcare.gov](http://www.longtermcare.gov). 2009 estimates adjusted for inflation.

2. U.S. Department of Health and Human Services, National Clearinghouse for Long-Term Care Information, [www.longtermcare.gov](http://www.longtermcare.gov), September 2008.

3. Sun Life Financial survey: vast majority of Americans fail to estimate retirement healthcare costs, March 2011.

Let's look at long-term care costs to fully understand the impact. The annual cost for nursing home care can be over \$80,000 annually, and is expected to be \$372,877 in 2030 with inflation.

The annual cost for home care is \$43,680, and is expected to be \$203,591 in 2030 with inflation.

Of grave concern is the fact that Americans don't have a good sense of how much healthcare in retirement will really cost and they don't have a plan to prepare.

## Individual life expectancy<sup>1</sup>

You could live a long time!

Joint life expectancy for a couple aged 65 is 87 years<sup>2</sup>

Age	Male	Female
50	28.99	32.69
55	24.87	28.27
60	20.92	23.97
65	17.19	19.89
70	13.73	16.05

1. <http://www.ssa.gov/oact/STATS/table4c6.html>

2. <http://pensionretirementplan.com/living-retirement/life-expectancy-retirement-planning>

LSCSM-1262 (Exp. 06/13)



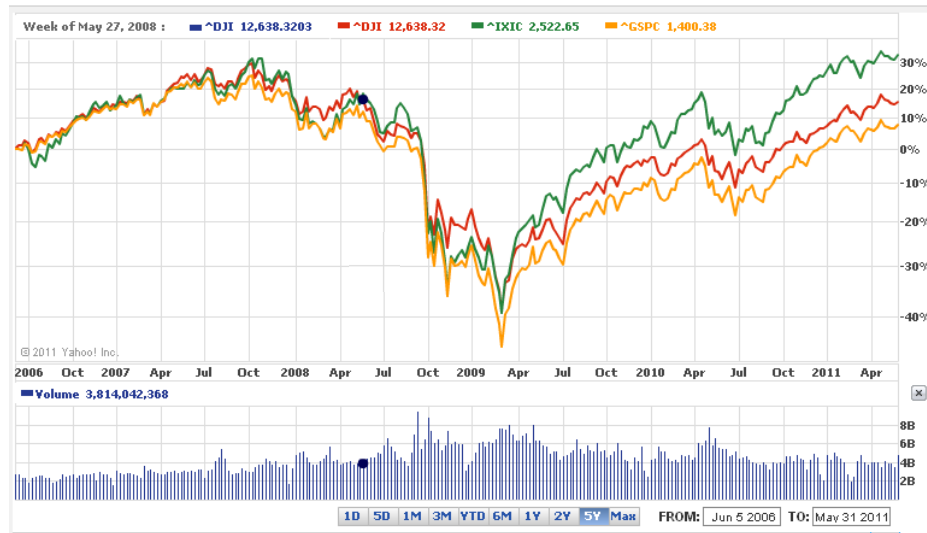
The high cost of long-term care is compounded by the fact that people are living longer today than ever before.

According to the Social Security Administration, the average life expectancy for a male is 75.38 years, and for a female, 80.43 years. This table shows, at each age, how many years are left before reaching these average life expectancies.

And, life expectancy rises for married couples. The joint life expectancy for a couple aged 65 is 87!



## Equity markets are improving but remain volatile



Source: finance.yahoo.com/

LSCSM-1262 (Exp. 06/13)

10

While equity markets are improving today, they are still volatile. Your confidence about having enough retirement savings was no doubt shaken as a result of the economic downturn just a few years back. You may still be rebuilding what you lost.

## Your future

How do you protect  
your future and your  
assets from the cost  
of long-term care?

Securing your retirement plan

LSCSM-1262 (Exp. 06/13)



So the question is, how do you protect your future and your assets from the cost of long-term care?

## Funding long-term expenses

LSCSM-1262 (Exp. 06/13)

Let's look at some typical long-term care funding methods.

## Tradition funding options

Government programs

Self-insurance

Traditional long-term care

Funding long-term care expenses

LSCSM-1262 (Exp. 06/13)



13

I'm going to cover government programs, the concept of self insurance, and traditional long-term care insurance.

## Government programs

Medicare  
Medicaid

Funding long-term care expenses

LSCSM-1262 (Exp. 06/13)



When it comes to government programs, Medicare and Medicaid are available.

## What about Medicare?

Government health plan for those over 65 or disabled

- Part A: Hospital insurance
- Part B: Medical insurance
- Part C: Medicare Advantage plans
- Part D: Prescription drug benefit

Funding long-term care expenses

LSCSM-1262 (Exp. 06/13)



15

Medicare is divided into four parts. This allows you to choose which parts you want and avoid duplicating coverage from other insurance. [Read slide.]

## Medicare Part A

Provides limited long-term care coverage

- 100 days

Qualifications:

- Must enter skilled nursing facility after 3 days in a hospital
- Once in skilled nursing facility
  - First 20 days, no co-pay
  - Next 80 days, daily co-pay of \$141.50 per day
  - After these 100 days, no additional Medicare coverage

Funding long-term care expenses

LSCSM-1262 (Exp. 06/13)



16

Medicare Part A provides some type of long-term care coverage by helping to pay the cost of staying in a skilled nursing facility. Unfortunately Medicare only provides a total of 100 days of coverage – and here is the breakdown of that coverage.  
[Read slide.]

## What about Medicaid?

- Federal and state program that pays long-term care costs if certain requirements are met
- Since states run their own programs, qualification requirements will differ by state
- As a general matter, an applicant must “spend down” a majority of their assets to qualify
- Clients can easily misunderstand when they will qualify for Medicaid
- Facility choices limited to those that accept Medicaid

Funding long-term care expenses

LSCSM-1262 (Exp. 06/13)



17

Medicaid is where most clients believe they will receive coverage from the government. Unlike Medicare, there are not strict limits on the number of days that will be covered. However, Medicaid has extremely strict income and asset limits. Generally, in order to qualify for Medicaid, you need to spend down almost all of your other assets.



## How do you qualify for Medicaid?

Generally (if married) applicants can keep around \$100,000 of countable assets

What are countable assets?	What are non-countable assets?
<ul style="list-style-type: none"><li>• Bank accounts</li><li>• Brokerage accounts</li><li>• More than one car</li><li>• Second home</li><li>• Rental property</li><li>• Life insurance</li><li>• Most annuities</li><li>• Certain trusts</li></ul>	<ul style="list-style-type: none"><li>• Principal residence</li><li>• Household belongings (e.g., furnishings)</li><li>• Personal belongings</li><li>• Automobile</li><li>• Burial plot</li><li>• Bank account for funeral expenses</li><li>• Certain trusts</li><li>• Certain immediate annuities</li></ul>

Funding long-term care expenses

LSCSM-1262 (Exp. 06/13)



18

What assets can you keep? There are two types of assets for Medicaid. The first are called countable assets, the second are known as non-countable assets.

Non-countable assets can be kept generally to no limit. However, a Medicaid applicant can only have a certain dollar amount of countable assets. For a married couple where one spouse goes into a nursing home, in order to qualify for Medicaid, they can only keep \$100,000 of countable assets.

## Medicaid spend down

What happens if I have too many countable assets?

- Spend down assets
- When spending down assets, clients have options
  - Spend down and pay for care
    - Renovate home
    - Purchase medical equipment
    - Pay directly for care
  - Spend down by purchasing non-countable assets

*Can I just give assets away?*

Funding long-term care expenses

LSCSM-1262 (Exp. 06/13)



19

If you have too many countable assets, you will not qualify for Medicaid. Instead you will have to spend these assets until you are below the Medicaid threshold. Many clients are under the false impression that they will just be able to give assets away and be able to qualify for Medicaid.

## Medicaid spend down

### Strict rules around asset transfers

- 5-year look-back
  - Gifting
  - Transfers to trusts

### Violating transfer rules

- Will make applicant ineligible for Medicaid for a period of time

Funding long-term care expenses

LSCSM-1262 (Exp. 06/13)



20

There are strict rules around gifting assets. Generally any gift of an asset, whether to a person or a trust, will be still be counted against you for five years. In other words, you may have gifted the asset, but Medicaid will still look at it as if it was yours and count it against you – and this will make you ineligible for Medicaid coverage.

The downside to spending down your assets is having to live in a Medicaid sanctioned nursing home.

## Self-insuring through personal savings

Advantages	Considerations
<ul style="list-style-type: none"><li>• Control</li><li>• Fund pays for LTC expenses without reducing other assets</li><li>• If care not needed, money can be used for other needs or passed to heirs</li></ul>	<ul style="list-style-type: none"><li>• Have to earmark a large sum of money for LTC costs</li><li>• Money would be tied up and couldn't be used for other purposes</li><li>• Assume risk yourself</li><li>• Potential for income tax on the assets used to cover LTC</li></ul>

Funding long-term care expenses

LSCSM-1262 (Exp. 06/13)



21

If you do not think that the government plans we discussed would work for you, you could always self-insure through personal savings. Such methods require you to set aside funds that sit idle “just in case” but that could become depleted very quickly if the need arose for long-term care.

## Traditional long-term care

Advantages	Considerations
<ul style="list-style-type: none"><li>• Covers LTC expenses</li><li>• Some of the risk is shared by the insurance company</li><li>• Leverages premium dollars</li></ul>	<ul style="list-style-type: none"><li>• Benefits may never be used if care is not required</li><li>• Annual premium cost can be expensive</li><li>• Money would be expended that could be used for other purposes</li><li>• Need to qualify</li></ul>

Funding long-term care expenses

LSCSM-1262 (Exp. 06/13)



22

Traditional long-term care insurance can be expensive and premiums that are paid into it would be lost if care is never needed.



Lastly lets look at the future of long-term care and how your clients can use linked benefits to fund long-term care.

## Linked benefits

### Changes from Pension Protection Act

- LTC has had the ability to be “linked” with a life insurance policy.
- Under the PPA, linked LTC benefits are now income tax free.
- Annuity contracts can now have tax-advantaged LTC riders.
- 1035 exchange permitted from life or annuity policy into an LTC product.<sup>1</sup>

### Consumer demand

- Linked benefits fit more needs
- Linked benefits provide a benefit in any situation

1. Annuity to life 1035 is not permitted.

Linked benefits—a benefit in any situation

LSCSM-1262 (Exp. 06/13)



24

After the Pension Protection Act, there were some changes to long-term care insurance. Now LTC can be linked to other financial products, such as annuities and life insurance. These linked, or combination products solve many of the complaints around the traditional long-term care products.

## Linked benefits

Advantages	Considerations
<ul style="list-style-type: none"> <li>• Covers LTC expenses<sup>1</sup></li> <li>• Provides a death benefit to heirs</li> <li>• Liquidity component<sup>2</sup></li> <li>• Benefits are guaranteed<sup>3</sup></li> <li>• Risk is shared by the insurance company</li> <li>• Simplified qualification process</li> <li>• Reposition assets to fund the product</li> </ul>	<ul style="list-style-type: none"> <li>• Requires a single premium</li> <li>• Need to qualify for coverage</li> <li>• Limited access to money</li> </ul>

1. Sun Care WL provides for the reimbursement of actual incurred expenses on a monthly basis for covered long-term care needs up to the applicable Maximum Monthly Benefit Amount (MMBA). That is, the amount covered each month is the lesser of: a. the actual expenses incurred for the month, or b. the current amount of MMBA. These riders may not cover all the costs associated with long-term care that may be incurred by the Insured during the period of coverage. The owner is advised to review carefully all limitations in the policy and the riders.

2. The Return of Premium benefit is available as optional coverage. The cost of this benefit will be reflected in the amount of the single premium paid. If you decide to surrender the policy prior to the commencement of claims, you will receive back a minimum of your original single premium, assuming no loans or withdrawals have been taken. A portion of the amount returned may have tax implications. You should consult your tax advisor regarding your particular situation.

3. PLEASE NOTE – THIS PRODUCT IS NOT FDIC/NCUA INSURED • MAY LOSE VALUE • NO BANK/CREDIT UNION GUARANTEE • NOT A DEPOSIT • NOT INSURED BY ANY FEDERAL GOVERNMENT AGENCY. All guarantees are based on the claims paying ability of the issuing company.

LSCSM-1262 (Exp. 06/13)

25

With linked benefits, a single premium can provide a life insurance benefit combined with long-term care coverage. You can buy long-term care coverage and know that your premium dollars will not be wasted if the coverage is never needed.



## A benefit in any situation

Long-term care components

Life insurance component

Liquidity component

Linked benefits—a benefit in any situation

LSCSM-1262 (Exp. 06/13)



26

This type of policy is designed to provide you with a benefit – regardless of the situation you may find yourself in:

If you require long-term care, the policy will provide coverage for such needs as home health care, assisted living, or nursing home care on a reimbursement basis.

-OR-

If you want to leave a legacy, a death benefit will be paid income tax free to your beneficiaries

-OR-

If you have liquidity needs, the policy provides an option, for a fee, that allows you to receive your original single premium back if you change your mind. [Note: a portion of the amount returned may have tax implications.]

Sun Care WL, a whole life insurance policy funded with a single premium payment, is designed to offer a fully guaranteed death benefit, cash values, and an acceleration of benefits for covered long-term care expenses. The acceleration of benefits for covered long-term care expenses will reduce the death benefit and cash values. This policy contains exclusions and limitations. Two year suicide and contestability provisions apply (the duration may differ in some states). The policy and riders may not be available in some states, or vary by state.

## Types of care

- Home care
- Assisted living facility
- Nursing facility
- International coverage
- Hospice care
- Caregiver training
- Supportive equipment

This policy has exclusions and limitations. Contestability provisions will also apply.

LSCSM-1262 (Exp. 06/13)



Linked benefits provide coverage on a reimbursement basis for all of these types of care.

## Hypothetical case study #1

### Elizabeth

- 62-year-old widower
- Non-smoker
- Does not want to be a burden on her children
- \$60,000 of assets set aside for long-term care needs
  - Long-term care may cost more than \$80,000 a year

The above hypothetical illustration shows: Accelerated Benefits rider—2 years; Extension of Benefit rider—4 years; and the Return of Premium provision.

Linked benefits—a benefit in any situation

LSCSM-1262 (Exp. 06/13)



Lets look at some hypothetical case study examples. [Read slide.]

## Case study #1 (cont.)

### The solution: Linked benefits

#### Benefits provided for Elizabeth\*:

- \$60,000 premium, non-smoker

#### If she needs care:

- \$3,787 monthly benefit for up to 6 years

#### If she does not need care:

- \$90,888 initial tax-free life insurance benefit
- \$60,000 cash surrender value\*\*

\*Benefits may vary by age and underwriting class.

\*\* Subject to the terms and conditions of the contract. Assumes no prior loans or withdrawals.  
May be subject to taxation in some states.

LSCSM-1262 (Exp. 06/13)



29

## Hypothetical case study #2

### Richard and Sharon

- Richard is 70 years old and Sharon is 65 years old; married
- Assets of \$15M with \$3M available in cash
- \$250,000 of assets each set aside for long-term care needs

The above hypothetical illustration shows: Accelerated Benefits rider—2 years; Extension of Benefit rider—4 years; and the Return of Premium provision.

LSCSM-1262 (Exp. 06/13)



Lets look at another example. [Read slide.]

## Case study #2 (cont.)

### The solution: Linked benefits

#### Benefits provided for Richard and Sharon:

- \$250,000 premium, both non-smokers

#### If Richard needs care:

- \$12,620 per month for 6 years (\$908,640)

#### If Sharon needs care:

- \$15,156 per month for 6 years (\$1,091,232)

#### If they do not need care

- \$302,880 initial tax-free life insurance benefit for Richard
- \$363,744 initial tax-free life insurance benefit for Sharon
- \$250,000 cash surrender value

Linked benefits—a benefit in any situation

LSCSM-1262 (Exp. 06/13)



31

[Read slide.]

## Secure against long-term care risk

Having a linked benefit solution will help secure your retirement against the risk of loss due to a long-term care event

- Uses leverage to provide coverage for future long-term care events
- This leverage may enable other cash positions to be invested elsewhere

Linked benefits—a benefit in any situation

LSCSM-1262 (Exp. 06/13)



32

Having a linked benefit solution will help secure your retirement against the risk or loss due to a long-term care event. By reallocating a portion of your assets to cover long-term care needs, your remaining assets can be freed up to be invested elsewhere.

## Reallocate a portion of your assets

How can you fit long-term care into your retirement plans?

Look at assets set aside for long-term care costs

- Cash portions of a portfolio
- Can a fraction of this portfolio provide the same amount of LTC coverage?

Linked benefits—a benefit in any situation

LSCSM-1262 (Exp. 06/13)



33

Look at your assets. Are there a cash reserves that can be reallocated to pay for long-term care? Repositioning a portion of the portfolio can immediately help increase the protection for the rest of the portfolio from the challenges of those costs. For example, reallocating 10% of assets can help protect the other 90%.



Securing your retirement plan

Funding long-term care expenses

Linked benefits – a benefit in any situation

LSCSM-1262 (Esp. 06/13)

Let me conclude this presentation with a few important takeaways:

Make sure that long-term care is a consideration in securing your retirement plan.

Government programs and traditional means to fund long-term care expenses may fall short.

Linked benefits can offer increased flexibility to provide a benefit in any situation.

Take control of your assets and your future. Set up an appointment with me today so we can talk discuss adding a linked benefits solution to your retirement portfolio today.



## Thank you

Sun Life Financial, its distributors, and its respective representatives do not provide tax, accounting, or legal advice. Any tax statements contained herein are not intended or written to be used, and cannot be used, for the purpose of avoiding U.S. federal, state, or local tax penalties. Clients should consult their own independent advisors about any tax, accounting, or legal statements made herein.

Whole life insurance products are issued by Sun Life Assurance Company of Canada (Wellesley Hills, MA) and, in New York, by Sun Life Insurance and Annuity Company of New York (New York, NY). Both companies are members of the Sun Life Financial group of companies. All guarantees are based on the claims-paying ability of the issuing company.

© 2011 Sun Life Assurance Company of Canada (U.S.). All rights reserved. Sun Life Financial and the globe symbol are registered trademarks of Sun Life Assurance Company of Canada.

LSCSM-1262 (Exp. 06/13)

SLPC 23381 (06/11)

SERFF Tracking Number:	SUNL-127348510	State:	Arkansas
Filing Company:	Sun Life Assurance Company of Canada	State Tracking Number:	49441
Company Tracking Number:	SUN CARE WL STORY BOARD 7-11		
TOI:	L071 Individual Life - Whole	Sub-TOI:	L071.111 Single Premium - Single Life
Product Name:	Sun Care WL Story Board 7-11		
Project Name/Number:	Sun Care WL Story Board 7-11/Sun Care WL Story Board 7-11		

## Supporting Document Schedules

		Item Status:	Status Date:
<b>Bypassed - Item:</b>	Flesch Certification		
<b>Bypass Reason:</b>	Not Applicable only submitting advertising materials.		
<b>Comments:</b>			
		Item Status:	Status Date:
<b>Bypassed - Item:</b>	Application		
<b>Bypass Reason:</b>	Not Applicable only submitting advertising materials.		
<b>Comments:</b>			
		Item Status:	Status Date:
<b>Bypassed - Item:</b>	Life & Annuity - Acturial Memo		
<b>Bypass Reason:</b>	Not Applicable only submitting advertising materials.		
<b>Comments:</b>			